

**AMENDMENTS TO THE CLAIMS**

1. (Currently Amended) A process of securing a beverage container comprising the steps of:

inserting the beverage container into a cup holder comprising a shell having an inner wall defining an internal bore and having an aperture therein; an inflatable bladder adjacent to the aperture, said bladder extending through the aperture into the bore upon pressurization[[:]] and an inflation device for pressurizing said bladder located within said shell; ~~and~~

inflating said bladder into proximity to said beverage container; and

bleeding over inflation pressurizing medium from said bladder upon reaching a preselected pressure.

2. (Canceled)

3. (Original) The process of claim 1 wherein said bladder is inflated manually with a bellows.

4. (Canceled)

5. (Original) The process of claim 1 further comprising the step of placing a sheet material intermediate between said bladder and beverage container.

6. (Currently Amended) The use of a pressure bladder manually inflated with a bellows to reduce ~~the diameter of a cup holder~~ diameter and retain a cup in the reduced diameter.

7. (New) A process of securing a beverage container comprising the steps of:
- inserting the beverage container into a cup holder comprising a shell having an inner wall defining an internal bore and having an aperture therein; an inflatable bladder adjacent to the aperture, said bladder extending through the aperture into the bore upon pressurization and an inflation device for pressurizing said bladder located within said shell; and
- inflating said bladder manually with a bellows into proximity to said beverage container
8. (New) The process of claim 7 further comprising bleeding pressurizing medium from said bladder upon reaching a preselected pressure.
9. (New) The process of claim 7 wherein said bladder is inflated with a mechanical air compressor.
10. (New) The process of claim 7 further comprising the step of placing a sheet material intermediate between said bladder and beverage container.
11. (New) The process of claim 1 further comprising retaining the preselected pressure until an air release diaphragm is depressed and bleeds medium from the bladder.
12. (New) The process of claim 7 further comprising retaining the preselected pressure until an air release diaphragm is depressed and bleeds medium from the bladder.